

ABSTRACT OF THE DISCLOSURE

Methods and systems are disclosed for helping a consumer make a cosmetic product purchasing decision. A cosmetic service may maintain information reflective of compatibility between cosmetic products and personal characteristics of a plurality of subjects. The cosmetic service may also collect personal characteristic information from the consumer and compare the consumer's collected personal characteristic information with the maintained compatibility information. Based on the comparison, the cosmetic service may determine a compatibility level of the consumer with each of a plurality of the cosmetic products. Thereafter, the cosmetic service may present to the consumer an indication of a cosmetic product, and associate with the presented product, an indicator of predicted compatibility with the consumer.